

## EuroIRP, Worldflow Create Indie Research App

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The European Association of Independent Research Providers will this week debut a multi-contributor research application for Apple iPads and iPhones, to allow institutional investors to access the latest research reports from EuroIRP's members via their mobile devices.

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The EuroIRP Investment Research app, developed in partnership with UK software consultancy Worldflow, will provide buy-side professionals with data from participating independent research firms—including Lombard Street Research, CapitalStructure, CFRA, Future Techs, New Constructs, Spread Research and Trusted Sources—covering a variety of asset classes and countries, with the ability to access and filter information by sector, provider or date.

“Institutional investors will be able to use the application to find and download timely analysis on equity recommendations, economic forecasts and current events that could impact their holdings—crucial data which feeds into their decision-making process for the days ahead,” says Justin Percival, head of contributor relations at Worldflow’s research business.

Independent research is becoming increasingly important for providing a balanced view of valuations and market movement, but the cost of building an application fit for customers places this beyond the resources of many independent research companies, compared to the large broker research houses, Percival says.

“Rather than having a single application for each of EuroIRP’s providers, the multi-contributor app approach allows them to co-mingle their research so the end-user can access a range of providers in the same environment,” Percival says. Engaging with many providers in this way gives Worldflow the economy of scale to deliver a service to organizations that might otherwise be excluded by cost or resource.

Using the same feeds and mechanisms they currently use to distribute research to larger content providers like Bloomberg and Thomson Reuters, EuroIRP members will pay Worldflow a monthly fee to distribute research via the application, and will also have the option to white label the product and market it directly to clients. Worldflow will store the aggregated data, and will manage subscriptions and entitlements to ensure that—although the app can be downloaded from Apple’s iTunes store for free—research is only made available to properly-entitled subscribers.

“As a growing number of financial institutions launch smartphone applications for their clients, EuroIRP wanted to help its membership distribute their unconflicted research to the investment community in a way that fitted their financial, operational and security needs—and partnering with Worldflow has enabled us to do that,” says Peter Allen, co-chair of EuroIRP and managing director of Lombard Street Research, adding that 35 EuroIRP members have already taken advantage of the EuroIRP application, and will use it to distribute their research.